



Groundwork BioAg Announces First Commercial Insetting Deployment of Durable Carbon Removal

Groundwork BioAg, Beck's Hybrids partner to give farmers access to Rootella inoculants within Rootella Carbon insetting program

MAZOR, Israel (Sept. 10, 2025) – Groundwork BioAg, the world's leading producer of mycorrhizal inoculants, today announced a strategic partnership with Beck's to make Rootella® mycorrhizal inoculants and the Rootella Carbon® program available to interested growers through Beck's Grain Attribute program.

"Rootella Carbon, a durable carbon dioxide removal (CDR) program based on the application of Rootella mycorrhizal inoculants, increases organic matter in cropland," said Dan Grotzky, chief growth officer at Groundwork BioAg. "Our new partnership with Beck's offers a new commercial opportunity to American growers, by tapping into a new revenue stream based on carbon insetting demand from foreign grain buyers such as Suntory."

As of the 2025 season, a limited number of Beck's growers have already opted to use Rootella mycorrhizal inoculants to access a new carbon-based revenue stream, with plans to scale availability in future years. Beck's Grain Attribute program connects farmers with opportunities to earn premiums by meeting end-user demands. Through this partnership, Rootella Carbon will be among the premium options available, giving farmers the choice to participate in a carbon insetting program if it fits their operation.

"At Beck's, our focus is on helping farmers maximize profitability on every acre," said Kent Gremel, special projects manager at Beck's. "Through our Grain Attribute program, growers can access opportunities such as Rootella Carbon if they choose to participate."

Mycorrhizal fungi work symbiotically with plant roots, improving nutrient uptake, boosting yield, and — critically — enabling the soil to store durable, long-lived carbon. In 2025, Rootella mycorrhizal inoculants are being applied on over 5.5 million acres across 23 global markets — including the United States, Brazil, India, and China. Rootella Carbon is the world's first mycorrhizal carbon program, providing a scientifically proven carbon removal solution for growers at scale. Due to demand, the first cohort of Rootella Carbon growers sold out ahead of schedule, and a new waiting list has been established for upcoming program enrollment. The carbon insetting program, overseen by Deloitte's Sustainability Strategy team, is tracked in accordance with rigorous measurement and verification protocols for carbon sequestration and environmental integrity, ensuring the credits generated are durable and transparent. The high-quality credits will be available for supply chain partners seeking to advance credible net-zero targets — marking a milestone in U.S. agricultural climate solutions.

"By working with Beck's, we are able to introduce Rootella Carbon to U.S. farmers in a way that respects grower choice," said Thad England, director of U.S. strategic accounts at Groundwork BioAg. "This partnership sets an example of how biological innovation and market access can align to give farmers more options for productivity and profitability."



About Groundwork BioAg:

Groundwork BioAg, a global bioagriculture company, produces highly concentrated, cost-effective mycorrhizal inoculants that address the dual challenges of food security and climate change. Grounded in decades of R&D, we were the first to crack the code on the scalable production of mycorrhizal inoculants for both agriculture and durable carbon dioxide removal (CDR). Our Rootella product line is already at work on millions of hectares worldwide, enhancing crop yields, improving soil fertility and accelerating permanent carbon sequestration. Groundwork BioAg envisions cropland restored to its role as a net carbon retainer, enabling farmers to increase yields, optimize fertilizer use, and earn premium carbon credit revenue. For more information, visit groundworkbioag.com.